

WINE INDUSTRY **Financial** SYMPOSIUM

The premier wine industry conference covering financial, business and strategic issues.

2020
Sponsorship Opportunities

October 6-7, 2020 | CIA@Copia, Napa

wineindustryfinancial.com

Presented by the Wine Industry Symposium Group, a subsidiary of **WINE BUSINESS MONTHLY**

WINE INDUSTRY Financial Symposium

The premier wine industry conference covering financial, business and strategic issues.

What: A conference focused on financial, business and strategic issues in the wine industry. The Financial Symposium is a wine industry institution, held annually since 1992.

Why it's special: The only gathering on the West Coast of top business executives from wineries in California, Oregon and Washington to discuss issues with colleagues.

What's new: An emphasis on including leaders from all aspects of the wine business as members of the Financial Symposium Advisory Board, as speakers and as attendees.

Audience: Approximately 300 attendees, including top business executives from wineries in Napa, Sonoma, the Central Coast, Oregon and Washington. Top executives from distributors and retailers, as well as sponsors and personnel from financial institutions will also participate.

Produced by: *Wine Business Monthly*, the leading trade publication for the wine industry. *Wine Business Monthly* publishes winebusiness.com and winejobs.com, and produces Innovation + Quality (IQ)—the leading conference covering winemaking topics for luxury wineries.

Venue: The 2020 conference will be held at CIA@Copia, Napa.

Dates: October 6-7, 2020

Details: A day-and-a-half conference, starting in the afternoon on October 1, followed by a dinner and a full program on October 2 (continental breakfast and lunch included). NEW: Option to attend the Wine Industry Technology Symposium the morning of October 1.

• Sessions

Day 1 (half-day): Session: a keynote speech followed by periods of break-out sessions. Typical topics include: winery CFO roundtable, success of high-touch retailers, selling more wine online, and more.

Day 2: All general sessions (no break-out sessions). Speakers primarily top executives from wineries, distributors and retailers.

• VIP Dinner

- o Recognize the leading business people in the wine industry
- o Held the night of October 6, the first day of the conference

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Eminent Advisory Board

The Advisory Board for the Financial Symposium is comprised of top business executives from wineries, distributors and retailers. Here are the members of the 2019 Advisory Board:



Kathryn Archer
past president,
Wine Industry
Symposium Group



Ray Johnson
executive director,
Wine Business Institute,
Sonoma State University



Carol Reber
SVP & chief marketing
officer, Duckhorn Wine
Company



Alison Crowe
partner and winemaker,
Plata Wine Partners



Bill Leigon
president, Jamieson
Ranch Vineyards



Joy Sterling
CEO, Iron Horse
Vineyards



Karen Diepholz
CFO, Vintage Wine
Estates



Michael Maher
General Council, Harlan
Estate



Dale Stratton
VP strategic insights,
Constellation Wines



Robert Fowles
CFO, Opus One Winery



Curtis Mann
director of alcohol and
beverage, Raley's



Robert Trone
president, Total Wine
& More



Dan Grunbeck
EVP client services and
business development,
Young's Market



Shannon McLaren
CFO



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Wine Business Leadership Dinner Sponsor – \$7,000-\$10,000

- Pop-up display strategically placed during the cocktail hour
- Your company logo on dinner program distributed to all dinner guests
- Your company listed as "Dinner Sponsor" on the Financial Symposium website
- Two all-access passes, which include admission to both days of the conference and the Wine Business Leadership Dinner on Tuesday night, October 1
- Logo recognition in pre-event marketing collateral
- Logo recognition in all Financial Symposium ad campaigns printed in the August, September and October issues of *Wine Business Monthly*
- Your business will be listed in all program materials, news releases and select email blasts to our extensive wine industry list
- Any additional tickets will be available for your personnel at a discounted price: Two-day event only tickets at \$750 per person

Silver Level – \$5,850

- Two all-access passes, which includes admission to both days of the conference and the Wine Business Leadership Dinner on Tuesday night, October 1 as well as roundtrip bus transportation from the Marriott to the dinner
- Your company's logo and link on the Financial Symposium website
- Logo recognition in pre-event marketing collateral
- Prominent logo recognition in all Financial Symposium ad campaigns printed in the August, September and October issues of *Wine Business Monthly*
- 38" kiosk display
- Your business will be listed in all program materials, news releases and select email blasts to our extensive wine industry list
- Each sponsorship package includes two passes. Any additional tickets will be available for your personnel at a discounted price: Two-day event only tickets at \$750 per person
- Each sponsorship package includes one ticket to the Wine Business Leadership Dinner.

Bronze Level – \$3,500

- One all-access pass, which includes admission to both days of the conference
- Your company's logo and link on the Financial Symposium website
- Logo recognition in pre-event marketing collateral
- Logo recognition in all Financial Symposium ad campaigns printed in the August, September and October issues of *Wine Business Monthly*
- Your business will be listed in all program materials, news releases and select email blasts to our extensive wine industry list
- Your brochure strategically placed as a take-away for attendees
- Each sponsorship package includes one pass. Any additional tickets will be available for your personnel at a discounted price: Two-day event only tickets at \$750 per person

For Sponsorship Opportunities, contact Waunice Orchid at 707-666-2525 or send an email to waunice@winebusiness.com



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Sponsorship Opportunities

Breakfast Sponsor – \$4,500

- Your company's signage strategically placed in the breakfast area at the event
- Your company listed as a "Breakfast Sponsor" on the Financial Symposium's website
- One all-access pass, which includes admission to both days of the conference
- Logo recognition in pre-event marketing collateral
- Logo recognition in all Financial Symposium ad campaigns printed in the August, September and October issues of *Wine Business Monthly*
- Your business will be listed in all program materials, news releases and select email blasts to our extensive wine industry list

Lunch Sponsor – \$3,750 (Two Available)

- Your company's signage strategically placed in the outside lunch area Wednesday, October 2
- Your company listed as a "Lunch Sponsor" on the Wine Industry Financial Symposium's website
- One all-access pass, which includes admission to both days of the conference
- Logo recognition in pre-event marketing collateral
- Logo recognition in all Financial Symposium ad campaigns printed in the August, September and October issues of *Wine Business Monthly*
- Your business will be listed in all program materials, news releases and select email blasts to our extensive wine industry list
- Your brochure strategically placed as a take-away for attendees

Lanyard Sponsor – \$3,500

- Your company logo on attendee's lanyards
- One all-access pass, which includes admission to both days of the conference
- Your company's logo and link on the Financial Symposium website
- Logo recognition in pre-event marketing collateral
- Logo recognition in all Financial Symposium ad campaigns printed in the August, September and October issues of *Wine Business Monthly*
- Your business will be listed in all program materials, news releases and select email blasts to our extensive wine industry list

Bag Sponsor – \$3,850

- Your company logo on the swag bags handed out to attendees
- One all-access pass, which includes admission to both days of the conference
- Your company's logo and link on the Financial Symposium website
- Logo recognition in pre-event marketing collateral
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Sponsorship Opportunities

Contract Date: _____

Your Sponsorship Level & Price

Sponsor Level _____ \$ _____

Provide Sponsor Contact Information

Company Name: _____

Contact: _____

Email: _____

Phone: _____

Provide Attendee Information

please list the name, title and email address of each representative from your company that plans to attend:

1. Name: _____ 2. Name: _____

Title: _____ Title: _____

Email: _____ Email: _____